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MEDIA RELEASE

HALLYU-KOREAN WAVE EXHIBITION AT THE NATIONAL ART GALLERY

2 MAY 2023, KUALA LUMPUR – The Ministry of Tourism, Arts and Culture (MOTAC), through the National Art Gallery and the Embassy of the Republic of Korea in Malaysia, inaugurated the Hallyu–Korean Wave Exhibition, today. The exhibition of cultural diplomacy was held on the occasion of celebrating the 40th anniversary of the Look East Policy with the Republic of Korea. The inauguration ceremony was attended by YBhg. Datuk Hajah Saraya binti Arbi, Secretary General, on behalf Minister of Tourism, Arts and Culture and His Excellency Park Jin, Minister of Foreign Affairs of the Republic of Korea.

Hallyu is a Korean term that refers to the Korean wave. This phenomenon is well received and has a positive impact on society and culture. The South Korean cultural package includes language, culture, drama, film and K-pop music. Hallyu was so influential in Malaysia that it succeeded in absorbing into the life of society. The exhibition invites visitors to delve into the hallyu phenomenon.

The Hallyu-Korean Wave Exhibition will highlight both countries' talented and upcoming artists as they express their understanding of Korean and Malaysian culture assimilation into the visual arts. The exhibition features work from a group of local art communities, including Batu Belah Art Community, which was one of the Young Contemporary Awards (BMS 21) winners. This exhibition also includes works by notable Korean artists Jin Youngsun, DaViz (Eunsuek O, Kyudong Park), and Bu Kyunghee.

Jin Youngsun is the recipient of the Cultural Order of Merit. She trained as a fresco mural artist at the École Nationale Supérieure des Beaux-Arts, Paris and at Rome's ICCROM, which enabled her to reproduce the Goguryeo fresco murals for the National Museum of Korea in 1996. 'DaViz' is a project team that creates media art by implementing data visualization work with technologies such as CG, AI and immersive media. DaViz member, Professor Eunseok O has been presenting experimental video works, where as Professor Kyudong Park is currently conducting research on Human-Centered AI and Data Science. His work focuses on data visualization within these fields.

The National Art Gallery, together with the Embassy of the Republic of Korea, extended its gratitude to Samsung, Emart24 and Coway Malaysia for their support and sponsorship of this exhibition.

Also present at the event were YBhg. Datuk Mohd Zamri bin Mat Zain, Deputy Secretary-General of MOTAC; H.E. Yeo Seung Bae, Ambassador of the Republic of Korea; and Mr. Amerrudin Ahmad, Director General of the National Art Gallery.

The Hallyu – Korean Wave Exhibition is opened to public until 16th September 2023. The National Art Gallery is open every day from 9.00 a.m. to 5.00 p.m. For more information, visit www.artgallery.gov.my or the National Art Gallery social media pages.

Corporate Communication

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H ㅎ	A ㅏ	L ㄹ	Pameran <i>Exhibition</i> Sempena LEP ke 40 tahun mempersembahkan: JIN YOUNGSUN & BATU BELAH ART COMMUNITY	L ㄹ	Y ㅇ
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